

# CONTRACT


**WVIT**  
**1422 New Britain Ave**  
**West Hartford, CT 06110**  
**(860) 521-3030**

www.nbcconnecticut.com

And:

**MENTZER MEDIA**  
**DO NOT MAIL**  
**600 FAIRMOUNT AVENUE**  
**SUITE 306**  
**TOWSON, MD 21286**

Contract / Revision		Alt Order #
337884 / 2		
<b>Product</b>		
<b>SENATE 2012</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
<b>09/26/12 - 10/05/12</b>	<b>1413</b>	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
<b>LINDA MCMAHON FOR SENATE</b>	<b>09/25/12 / 10/01/12</b>	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>WVIT</b>	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
		<u>Total Ratings</u>
		183.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<b>1021</b>		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
<b>42748</b>	<b>20828</b>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
								Week					
1	WVIT	09/26/12	09/30/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	2	\$1,400.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-- 1 - 1 --					2	\$700.00	4.00			
2	WVIT	09/26/12	09/30/12	12-1P AH LIVE		12P-1P		:30			NM	1	\$175.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	--- T ---					1	\$175.00	1.00			
3	WVIT	09/26/12	09/30/12	4-5P ELLEN		4P-5P		:30			NM	1	\$400.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	---- F --					1	\$400.00	3.00			
4	WVIT	09/26/12	09/30/12	5-6P CT NEWS @ 5PM		5P-6P		:30			NM	1	\$850.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	---- F --					1	\$850.00	4.00			
5	WVIT	09/26/12	09/30/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	1	\$1,200.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-- W -- --					1	\$1,200.00	5.00			
6	WVIT	09/26/12	09/30/12	7-730P EXTRA		7P-730P		:30			NM	1	\$800.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	--- T ---					1	\$800.00	3.00			
7	WVIT	09/26/12	09/30/12	730-8P ACCESS HOLLYWOOD	730P-8P			:30			NM	1	\$800.00
	CDR												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC/TELECONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
337884 / 2	

Contract Dates	Product	Estimate #
09/26/12 - 10/05/12	SENATE 2012	1413

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	09/25/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W---				1	\$800.00	3.00			
8	WVIT	09/26/12	09/30/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30				NM	1	\$225.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$225.00	3.00			
9	WVIT	09/26/12	09/30/12	11-1135P LATE NEWS	11P-1135P		:30				NM	2	\$1,600.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---1-1-				2	\$800.00	4.00			
10	WVIT	09/26/12	09/30/12	W9-11P LAW AND ORDER	9P-11P		:30				NM	1	\$1,600.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W---				1	\$1,600.00	4.00			
11	WVIT	09/26/12	09/30/12	F9-10P GRIMM	9-10P		:30				NM	1	\$1,800.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,800.00	4.00			
12	WVIT	09/26/12	09/30/12	10-11P DATELINE NBC	10P-11P		:30				NM	1	\$1,500.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,500.00	3.00			
13	WVIT	09/26/12	09/30/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	1	\$200.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$200.00	2.00			
14	WVIT	09/26/12	09/30/12	7-9A SATURDAY TODAY	7A-9A		:30				NM	1	\$600.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$600.00	4.00			
15	WVIT	09/26/12	09/30/12	6-630P CT NEWS SUN @ 6F6P-630P			:30				NM	3	\$900.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$900.00	6.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WVIT	09/24/12-09/30/12	6-630P CT NEWS SUN @ 6F6P-630P		-----S	:30	\$900.00	6.00	NM		
					See MG 15.2,15.3,15.4 DNA-SPORTS OVERRUN								
		2	WVIT	10/01/12-10/05/12	6-630P M-F CT NEWS @ 6	6P-630P	MTuWThF----	:30	\$800.00	5.00	NM		
		(M)	MG for 15.1	09/30									
		3	WVIT	10/01/12-10/05/12	4305A CT NEW TODAY M-F	430A-5A	MTuWTh----	:30	\$50.00	0.50	NM		
		(M)	MG for 15.1	09/30									
		4	WVIT	10/01/12-10/05/12	4305A CT NEW TODAY M-F	430A-5A	MTuWTh----	:30	\$50.00	0.50	NM		
		(M)	MG for 15.1	09/30									

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
337884 / 2	

Contract Dates	Product	Estimate #
09/26/12 - 10/05/12	SENATE 2012	1413

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	09/25/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
								Weekdays	Spots/Week				
16	WVT	09/26/12	09/30/12	7-8A CT NEWS TODAY	7A-8A		:30				NM	1	\$175.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	09/24/12	09/30/12	-----S	1									
	\$175.00												
	Rating												
	3.00												
17	WVT	09/26/12	09/30/12	8-9A SUNDAY TODAY	8A-9A		:30				NM	1	\$650.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	09/24/12	09/30/12	-----S	1									
	\$650.00												
	Rating												
	4.00												
18	WVT	09/26/12	09/30/12	FTBL NIGHT AMERICA	7P-8P		:30				NM	1	\$2,000.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	09/24/12	09/30/12	-----S	1									
	\$2,000.00												
	Rating												
	2.00												
19	WVT	10/01/12	10/05/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	3	\$1,350.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	1-1-1--	3									
	\$450.00												
	Rating												
	4.00												
20	WVT	10/01/12	10/05/12	12-1P AH LIVE	12P-1P		:30				NM	2	\$150.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	-1-1-1--	2									
	\$75.00												
	Rating												
	1.00												
21	WVT	10/01/12	10/05/12	4-5P ELLEN	4P-5P		:30				NM	3	\$1,200.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	111----	3									
	\$400.00												
	Rating												
	3.00												
22	WVT	10/01/12	10/05/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	3	\$1,650.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	111----	3									
	\$550.00												
	Rating												
	4.00												
23	WVT	10/01/12	10/05/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	3	\$3,600.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	-111---	3									
	\$1,200.00												
	Rating												
	5.00												
24	WVT	10/01/12	10/05/12	7-730P EXTRA	7P-730P		:30				NM	3	\$1,350.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	-11-1--	3									
	\$450.00												
	Rating												
	3.00												
25	WVT	10/01/12	10/05/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30				NM	3	\$1,350.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	1-1-1--	3									
	\$450.00												
	Rating												
	3.00												
26	WVT	10/01/12	10/05/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30				NM	2	\$450.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/01/12	10/07/12	1--1---	2									
	\$225.00												
	Rating												
	3.00												

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FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

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FOR NBC CONTRACTS:

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**WVIT**  
1422 New Britain Ave  
West Hartford, CT 06110  
(860) 521-3030

<u>Contract / Revision</u>	<u>Alt Order #</u>
337884 / 2	
<u>Product</u>	<u>Estimate #</u>
SENATE 2012	<b>1413</b>
	<u>Original Date / Revision</u>
	09/25/12 / 10/01/12

[www.nbccconnecticut.com](http://www.nbccconnecticut.com)

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	19	\$15,975.00	\$13,578.75
10/01/12 - 10/05/12	36	\$25,100.00	\$21,335.00
<b>Totals</b>	<b>55</b>	<b>\$41,075.00</b>	<b>\$34,913.75</b>

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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**FOR NBCE CONTRACTS:**

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Contract / Revision 337884 / 2	Alt Order #	
Contract Dates 09/26/12 - 10/05/12	Product SENATE 2012	Estimate # 1413
Advertiser <b>LINDA McMAHON FOR S</b>		Original Date / Revision 09/25/12 / 10/01/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

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FOR NBC CONTRACTS:

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